GOVERNMENT OF INDIA
MICRO,SMALL AND MEDIUM ENTERPRISES
LOK SABHA

UNSTARRED QUESTION NO:1288
ANSWERED ON:24.07.2017
Foreign Investment in Khadi Gramodyog
Bohara Shri Ramcharan

Will the Minister of MICRO,SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether the Government proposes to promote foreign investment in Khadi industry;

(b) if so, the details of funds invested in Khadi Gramodyog during each of the last three years and the current year, State/ UT-wise;

(c) whether such steps have helped to promote Khadi Gramodyog sector and if so, the details thereof including increase in revenue in this sector; and

(d) whether the Government is formulating any action plan to connect youth with Khadi Gramodyog and if so, the details thereof, State/UT-wise?

Answer

MINISTER OF STATE IN THE MINISTRY OF
MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI GIRIRAJ SINGH)

(a): There is no proposal with Khadi and Village Industries Commission (KVIC) to promote foreign investment in Khadi industry.

(b)&(c): Does not arise.

(d): Government, through KVIC, has taken the following steps to connect the general public including youth with Khadi & Village Industries which are as follows:

1. To make khadi products more appealing and competitive in the market by engaging designers of international fame viz Ms. Ritu Beri as 'Honorary Consultant'.
2. KVIC has opened premier Khadi Showrooms known as 'Khadi Lounge' at Jaipur, Mumbai and New Delhi.
3. KVIC sold coupons to ONGC and organized special Exhibition, for sales of Khadi to its 35,000 employees across the country.
4. A retail sales outlet was opened in the Parliament House Annexe at New Delhi during 2016-17.
5. KVIC as a part of its aggressive marketing efforts introduced 'Gift Voucher Scheme' for its patrons from Departmental Sales Outlets (DSOs) at Delhi, Kolkata, Mumbai, Goa, Patna, Ernakulam & Bhopal and Visakhapatnam Airports.

6. The largest Charkha has been established at IGI Airport, New Delhi. 12 feet tall and 25 feet long steel Charkha consisting 14 vintage charkhas launched at Palika Bazar Park, Connaught Place, New Delhi.
7. A convergence was signed between KVIC and Aditya Birla Fashion & Retail Ltd. (ABFRL) and Raymond for sale of Khadi fabric.
8. Premium sales outlets have been opened at Lucknow, Delhi, Visakhapatnam, Airports.
9. Efforts have been made to make Khadi products on-line and tie up arrangements with M/s. Paytm has been made and launched through Khadi Gramodyog Bhavan, New Delhi.
10. KVIC is implementing Prime Minister Employment Generation Programme (PMEGP) to help unemployed youth to establish their own enterprise and state-wise target fixed for the year 2017-18 is placed at Annexure-I.